



U.S. – U.K. Commercial News

Summer 2005
Vol 2

The U.S. Commercial Service (USCS), based in the U.S. Embassy in London, is pleased to provide the Summer 2005 Edition of our U.S.- U.K. Commercial News. The USCS is dedicated to expanding and deepening our bilateral trade with the U.K., our number one trade and investment partner in Europe. Our newsletter is designed to alert you to new business opportunities and services offered by small and medium sized American enterprises seeking mutually beneficial business partnerships. For more information or assistance from our helpful industry specialists in the U.K. please visit <http://www.buyusa.gov/doc/uk/en/14>

Robert H. Tuttle Confirmed as U.S. Ambassador To the Court of St. James's

Please join us in welcoming the new U.S. Ambassador to the Court of St. James, Mr. Robert Holmes Tuttle. Nominated by the President and confirmed by the U.S. Senate on June 30, Mr. Tuttle brings extensive experience in the private and public sectors to his new position in London. In addition to serving as the Co-Managing Partner of Tuttle-Click Automotive Group, one of the largest automobile dealer organizations in the United States, Mr. Tuttle has served on the boards of several prominent civic organizations, including the Ronald Reagan Presidential Library Foundation, the University of Southern California Annenberg School of Communication and the Los Angeles Museum of Contemporary Art where he was Chairman from 2001 to 2004.

Mr. Tuttle served as a key member of the White House staff in 1982, as a Special Assistant to President Reagan. In 1985, President Reagan appointed Mr. Tuttle Director of Presidential Personnel, a position he held until the end of Administration. By Presidential Appointment, Mr. Tuttle also served on the Board of Directors of the Woodrow Wilson International Center for Scholars for four years. A California native, Mr. Tuttle graduated from Stanford University and earned his M.B.A. at the University of Southern California.



The U.S. Commercial Service – Marks 25 Years of Service and Salutes British American Business Inc. (BABi) on its 5th Anniversary

We are very proud of the partnership that we have enjoyed with BABi, both in London and New York, since its inception in 2000 and take this opportunity to congratulate all BABi members on the 5th Anniversary of their organization and their many achievements and contributions to the development of U.S. – U.K. economic and commercial relations over the past five years. We look forward to BABi's continued success and the strengthening of our public private partnership for many years to come. We also take this opportunity to invite all of our readers to become a part of our U.S. – U.K. strategic alliance through their active membership in BABi or any one of the more than 30 Chapters of the British American Business Council. We encourage you to join the 3,500 member companies, based in major commercial centers throughout North America and the United Kingdom. For further information please contact ukinfo@babinc.org, or visit <http://www.babinc.org> or <http://www.babc.org>. You'll be glad you did.

★ *New Opportunities with U.S. Business Partners*

The U.S. Commercial Service, with a network of more than 100 U.S. Export Assistance Centers throughout the United States, is in daily contact with small and medium sized companies in all industry sectors **seeking agents, distributors, and new business partners in the United Kingdom and Europe**. Our role is to help these companies achieve their trade development goals through introductions to qualified and interested potential business partners that want to develop long-term mutually beneficial relationships. Listed below are just a few of our current clients. For more information on any of the products, services or companies listed below, simply contact our designated Commercial Specialist at the U.S. Embassy in London for a quick and helpful response.

Information and Computer Technology

Contact: Scott.Hodgins@mail.doc.gov

AppConverters (Active Data Corporation) – Is a premier provider of conversion services for legacy Gupta applications and delivers low-cost conversions using Sabertooth conversion technology, which will migrate applications to the web, new programming languages, database systems, operating systems and reporting tools. Conversions are accomplished for only 10% of the cost required for re-writing an application and are much less expensive than using international outsourcers to perform a conversion. The company seeks partners and clients who can use Sabertooth software for Gupta to net conversions.



Crossroads Systems Inc: This firm develops and manufactures storage routers and storage solutions that enable protocol-independent connectivity at gigabit speeds and unparalleled manageability for a wide range of storage services, making it easier and more cost effective for companies to store, retrieve and protect the integrity of their data. Crossroads Systems customer-driven open systems product road map addresses customer connectivity requirements for both today and tomorrow as standards evolve and protocols proliferate beyond Fibre Channel, SCSI and iSCSI. Crossroads Systems Inc. Crossroads Systems Inc. seeks distributors and resellers in the U.K.

OnBase – Enterprise Content Management (Hyland Software): An enterprise content management software that combines integrated document management, business process management and records management in a single application. Whether deployed as a hosted or premises-based solution, OnBase allows organizations to automate business processes, reduce the time and cost of performing important business functions, improve organizational efficiency and address the need for governance, risk and compliance through the management and control of content from virtually any source. OnBase also facilitates the sharing of digital content with employees, business partners, customers and other audiences. The company seeks systems integrators who would promote and specify their ECM solutions.

New Territories: Many companies are turning to outsourcing partners such as New Territories to address their unique supply chain management needs, including project/product management, e-business solutions, product manufacturing and assembly, fulfilment and distribution. New Territories provides integrated supply chain solutions in the U.S.A. for publishers, technology companies and consumer products. Clients receive tremendous value from New Territories' customized solutions and responsiveness, which are second-to-none. The company seeks relationships with UK based clients with special distribution, logistic or full 4PL requirements in North America.

Inkchaser: This company was founded to simplify and reduce the cost of printing procurement, by making the procurement of high quality, color printing more affordable for small and medium sized companies. Inkchaser has developed a unique quotation and ordering system that enables clients to generate their own quotes for printing, based on selected options, including paper, ink and printing techniques. Inkchaser's innovative system allows clients to specify their customized printing requirements and obtain an instant quotations based on the size of the project, color requirements, ranging from black and white to Pantone color projects, specific paper brand, weight and quality requirements, from uncoated to coated. Inkchaser seeks a joint venture partner for business development in the U.K.

Reldata: This firm is a leading provider of innovative Internet Protocol (IP) storage gateway appliances, enabling easy implementation of world-class, cost-efficient IP storage network solutions for storage consolidation and data replication in enterprises. The comprehensive, innovative features of Reldata 2000 and its leading price/performance ratio generally lead to a dramatic reduction of the "Total Cost of Ownership" (TCO) of planned or existing enterprise storage infrastructures. Reldata 2000 delivers the advantages of traditional, complex and more expensive Fibre Channel SANs to workgroups, departments, small and medium sized businesses as well as regional or international offices. Reldata seeks resellers for their products in the UK.

Segue Corporation: A company that offers the hottest deals on factory OEM new, used, re-furbished and re-manufactured computer peripherals and data storage products available on the market today. The integrity of their products, combined with the highest levels of customer service and support guarantee Segue client satisfaction. Segue is ready to satisfy any needs for storage devices such as tape drives, optical drives, DLT libraries, CD-ROMs or computer accessories as well as requirements for mice, keyboards, digital cameras, gaming controls and other computer peripherals. Segue seeks distributors and resellers for their wide range of products in the U.K.

Electronic Equipment

Contact: Lisa.Cogan@mail.doc.gov

Nel-Tech Labs Inc: This is a leading provider of Messaging-on-Hold products and In-Store Broadcasting equipment. Nel-Tech Labs Inc. is an active member of the On-Hold Messaging Association (OHMA) and the National Systems Contractors Association (NCSA). Nel-Tech is seeking a U.K. distributor and will be in London in August 2005 to meet with potential business partners.

Environmental Technologies

Contact: Andrew.Hollister@mail.doc.gov

Fremont Industries Inc.: A world leader in the development and manufacture of water treatment chemicals for boilers, cooling towers and closed loop systems. Fremont Industries Inc.'s patented White Rust prevention chemicals and "ULTRA" super concentrated formulations are industry leaders in the U.S. These products cut down on shipping costs, remove or reduce the need to store bulk liquid chemicals, are safer to utilize and eliminate drum handling and removal. Fremont Industries Inc. is looking for distributors with existing customers or the ability to build a business in the speciality water treatment chemicals sector in the UK.

Electronic Entertainment

Contact: Kishwar.Ahmad@mail.doc.gov

America in Space – 21st Century: This entertaining and educational documentary is available on a two-part DVD set or video and traces the history of America's manned space flight from Project Mercury in May 1961 and to the current International Space Station missions. America in Space – 21st Century is the most comprehensive and up-to-date documentary available on the subject, with authentic NASA footage. The documentary was recognised as the Best Documentary Film by the U.S. Telly Awards in 2004 and 2005. Englund Productions, producer of this highly acclaimed documentary, seeks a partner in the media industry, independent art cinemas sector or educational establishments, to distribute the documentary and develop other business prospects within the broadcast, entertainment and retail sectors.

Apparel and Textile

Contact: Marcella.Marcheso@mail.doc.gov

Japanese Weekend: Barbie White, the designer of the Japanese Weekend range, has changed the way mothers-to-be look at maternity wear. Japanese Weekend offers contemporary, functional and comfortable clothing made with quality fabrics and solid construction for future mothers and is at the forefront of a maternity clothing revolution. The OK™ waistband, an original design by Barbie White, cradles the abdomen and circles the lower back to provide firm but gentle support. The OK™ also has the unique ability to respond and support a woman's shape as her pregnancy evolves, and is incorporated into casual and dress pants, leggings, shorts, shirts, swimwear and undergarments. Designs by Japanese

Weekend's have been worn by Lisa Kudrow, Madonna, Ricki Lake and Cindy Crawford. Japanese Weekend seeks distributors within the apparel industry.

EmbroidMe: This is world's largest embroidery franchise with approximately 235 stores in 3 countries. The company's phenomenal growth has been fuelled by very strong international demand for high quality and affordable embroidery on promotional items that cater to the business community and provide a professional format and a full range of services. EmbroidMe is a shining example of a first-rate business-to-business franchise that relies on the latest computer technology to deliver affordable, high quality embroidery on time. EmbroidMe is seeking to appoint a master franchise in the U.K.

Food/Beverages

Contact: Marcella.Marcheso@mail.doc.gov

SoyBlenz® (Carbotrol®): A light, smooth and delicious blend of exotic juices and soy in a conventional grab-and-go bottle is being offered for distribution in the U.K. SoyBlenz® contains all the protein, natural fibre and other nutrients contained in soybeans. With no soy isolates and eight grams of protein, SoyBlenz® comes in four flavours: Mixed Berry Medley, Mango Orange Dream, Orange Citrus Splash and Strawberry Banana Blast. Carbotrol® will be meeting with prospective agents and/or distributors in the U.K. in October 2005.

Dunn's Farm™ (Carbotrol®): Carbotrol's also produces syrups that are available in two sugar-free flavours-Maple and Mixed Berry. Packed in easy pour 12 oz bottles, these syrups have only 35 calories per ¼ cup serving. Dunn's Farm™ Syrups are fat free and cholesterol free and have a thick, rich consistency and low-sodium content. Made of the most healthful ingredients and wholesome natural flavours, Dunn's Farm™ syrups leave no chemical aftertaste. Carbotrol® seeks agents and/or distributors in the U.K. and will have a representative visiting London in October 2005.

Financial Services

Contact: Jestyn.Cooper@mail.doc.gov

The InvestLinc Group: A private equity fund specializing in real estate and energy sector investment opportunities with a focus on asset optimisation and alternative energy technologies. The InvestLinc Group is currently raising funds in the UK and Europe for the Energy Capital Fund, and is looking to attract companies interested in investing in the U.S. energy sector. Key benefits that InvestLinc provides are close investor to investee links and an active advisory board with extensive industry experience.

Aerospace & Defense

Contact: Jestyn.Cooper@mail.doc.gov

Advanced Ceramics Research: This company is a leading developer of state-of-the-art high temperature, high strength ceramic materials and processes within for aviation industry. Winner of the R&D 100 Award and AZ-Tech 50, Advanced Ceramics Research works with an impressive list of partners, including NASA, MIT and the U.S. Department of Energy. Advanced Ceramics Research also has niche expertise in small Unmanned Aerial Vehicle systems and sub-systems, and is presently seeking UK distributors and joint venture partners with a view to developing UK military business.

Architecture & Construction

Contact: Cheryl.Withers@mail.doc.gov

Cadence Management Corporation: This firm offers a variety of project management training seminars to companies and industries across all sectors, worldwide. The courses have the bandwidth to address the needs of all levels of project participants, from team members to senior executives. Training is focused on practical approaches and the methodology is scalable to all sizes of projects and companies. Cadence Management Corporation also provides consulting services in areas such as Project Start-ups, Audits and Reviews and Advanced Project Coaching. The company seeks a partner to deliver its training and consulting services in the UK.

Horn Trading Inc: This is a manufacturer of an unique range of hammers, axes and mallets that are unmatched in function, durability and comfort of use. "Magnus Tools" have the highest degree of shock

absorption and are virtually unbreakable. Horn Trading seeks a distribution partner for its full range of striking tools.

Seaman Corporation: This is the manufacturer of FiberTite® Roofing Systems. A reinforced single-ply roofing membrane that is used in new construction as well as for retrofit roofing and waterproofing application on commercial and industrial low slope roof facilities. FiberTite® is a high quality product with superior technical features. In freezing temperatures, prolonged UV exposure, high wind uplift, chemical and fatty acid buildup, it remains flexible and strong and continues to resist puncture and tears. It is engineered to resist brittleness, deterioration and cracking in any climate. The company seeks a UK distributor for its FiberTite® Roofing Systems.

World Wide Perspectives, Inc: This real-estate consulting firm is searching for a local estate agent to help identify buyers for a range of luxury studios and one-bedroom condominium hotel units. The units are being built in Las Vegas, Nevada, as part of the condo hotel towers in the Cosmopolitan Resort and Casino.

Cosmetics & Toiletries

Contact: Sara.Jones@mail.doc.gov

Thayers Natural: Meet America's oldest Slippery Elm and Witch Hazel producer. Established in 1847, Thayers Natural produces a number of natural, trusted homemade remedies. Products include Slippery Elm lozenges, Witch Hazel Moisturizing lotion, After Shave, Sore Throat Syrup and Cold Sore Balm. Thayers continues into the 21st century as one of the most trusted brands in America in the natural product and independent drug industry. Thayers is currently seeking distributors in the UK.

Sporting Goods

Contact: Sara.Jones@mail.doc.gov

Pro Master, Inc.: This leading U.S. manufacturer of golf cart accessories and replacement parts for the major brands of golf carts is coming to the U.K. The company's quality accessories include fold-down windshields, overhead storage units, rear seat kits and utility boxes for brands such as Club Car, E-Z Go, Melex, Yamaha and Hyundai. The company has been supplying to major distributors throughout the U.S. since 1993 and is well known for its top quality products and craftsmanship. Pro Master, Inc. fully supports its distributors with technical advice, express shipments and other services. The company also provides discounts on volume orders. Pro Master, Inc. seeks a distributor in the U.K.

Jewellery

Contact: Sara.Jones@mail.doc.gov

Reflective Images, Inc.: This designer of unique Celtic style jewellery based on ancient Celtic knot work motifs, but with a contemporary style, is seeking a distributor for the U.K. All pieces are made from 18K gold overlaid on sterling silver. The jewellery is also available in natural gemstones, including Moonstone, Garnet, Amber, Peridot and Amethyst. The use of mixed metals and knot work designs is original and unique in the Celtic jewellery market and these stylish and impressive ranges include bracelets, necklaces, earrings, watches and a selection of wedding rings.

Business Retail

Contact: Sara.Jones@mail.doc.gov

Hart Systems, Inc.: This company has been helping to manage retail inventories for over 40 years and is the largest provider of rental bar code scanning systems for retailers to perform an accurate physical inventory (and many other scanning applications) using its own employees. Hart Systems, Inc provides more accurate stock counts, significant cost savings, increased scheduling flexibility and improved control and accountability. Hart Systems, Inc. is interested in locating retailers directly, or distributors with a client database in the UK retail sector.

Medical Equipment

Contact: Tatiana.Russo@mail.doc.gov

Nashville Surgical Instruments: This manufacturer of a gall bladder laparoscopic cholangiography clamp is seeking a qualified distributor. The Kumar PRE-VIEW* Cholangiography Clamp and Catheter bares the CE Mark and is a reusable, stainless-steel 5mm laparoscopic grasper with long (1 and ½ ") atraumatic jaws and a channel for introduction of the Kumar PRE-VIEW* Cholangiography Catheter. This method eliminates the technical difficulties of Cystic Duct cannulation and is welcomed by surgeons. Nashville Surgical Instruments is looking for medical equipment distributors for its product and will have a company representative in the UK for one-on-one meetings in mid-October 2005.

For an extensive list of other U.S. companies seeking Business Partners in the U.K., please visit our **Featured U.S. Exporters (FUSE)** website http://www.buyusa.gov/uk/en/featured_us_exporters.html - an online service displaying U.S. exporters seeking to find U.K. agents, distributors, representatives for their products and services. Alternatively, you can register your company with our **BuyUSA.gov Matchmaking** service on <http://www.buyusa.gov/matchmaking/>. Your profile will be compared to profiles of all U.S. suppliers that have registered with BuyUSA.gov Matchmaking. Plus, when new U.S. suppliers in your area of interest register, they will be automatically notified of your company's profile too.

Upcoming Business Events Calendar!!!

Join our VIP Delegations to Major U.S. Trade Shows and Exhibitions

The U.S. Commercial Service's **International Buyer Program (IBP)** attracts thousands of international business leaders and decision makers to major U.S. trade shows. We are currently organizing official U.K. delegations to the events listed below. As a member of our delegation, you have access to a wide range of cost savings and VIP services. Please review our list of IBP Events for the remainder of 2005 and let us know if you would like further information.

2005 CLINICAL LAB EXPO

July 26-28, 2005 – Orlando, Florida - Contact: Tatiana.russo@mail.doc.gov

Clinical Lab Expo will feature more than 550 lab equipment companies exhibiting their products and services and will provide visitors a superb opportunity to become familiar with latest U.S. technology products available to the scientific community. Many of the exhibitors are interested in developing and expanding business contacts in the U.K. and Europe.

MAGIC INTERNATIONAL 2005

August 30-September 2, 2005 – Las Vegas, Nevada – Contact: Marcella.marcheso@mail.doc.gov

Magic International is the world's largest and most widely recognized trade event in the fashion and apparel industry. This event consists of four concurrent trade shows featuring the most comprehensive apparel and accessory offerings found anywhere in the world. Seventy years in the making, this pre-eminent event attracts exhibitors and visitors from around the world and is a must see for the industry.

PRINT '05 AND CONVERTING '05

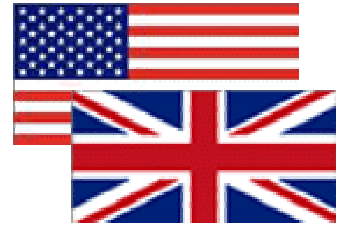
September 9-15, 2005 – Chicago, Illinois - Contact: Lisa.cogan@mail.doc.gov

Print '05 and Converting '05 feature the leading edge in commercial and package printing, publishing and converting technologies. Held only once every four years, these tandem tradeshow are expected to attract over 80,000 industry professionals from over 75 countries and offer a unique opportunity to see and learn about new trends and developments in the U.S. industry, a world leader in graphic arts and communications.

INTERNATIONAL PUBLIC TRANSPORTATION EXPO 2005

September 26-28, 2005 – Dallas, Texas

Contact: Colin.moore@mail.doc.gov



This event will host more than 16,000 industry leaders from around the globe and provide unbeatable opportunities to meet suppliers of the latest public transportation products, services and technologies designed to enhance the passenger experience and make any transit system work more efficiently and profitably. There is no better opportunity to gauge the state of the art in public transportation.

PACK EXPO LAS VEGAS 2005

September 26-28, 2005 – Las Vegas, Nevada - Contact: Marcella.marcheso@mail.doc.gov

PackExpo Las Vegas 2005 will feature 1,200 companies showcase the latest innovations and products in the packaging industry, including state-of-the-art advances in packaging and converting machinery, materials, packages, containers, controls, software, components, sensing and inspection systems, robotics and design systems. PackExpo is a biannual event, ideally timed for important industry updates, introduction of new product technology and industry networking in one of Americas most popular destinations.

MEDTRADE 2005

October 17-20, 2005 – Atlanta, Georgia - Contact: Tatiana.russo@mail.doc.gov

Medtrade is recognized worldwide as the premier event for thousands of providers, manufacturers and industry leaders in home healthcare. Medtrade offers a marketplace for over 900 exhibiting companies showcasing 300,000 square feet of products and services. This leading event draws over 20,000 industry professionals from across the U.S. and around the world interested in evaluating and sourcing products in categories such as aids to daily living, paediatric rehab, sleep-disordered breathing, women's health, wound care, orthopaedics, IV therapy, disease management and much more!

LOUISIANA GULF COAST OIL EXPOSITION 2005

October 25-27, 2005 – Lafayette, Los Angeles - Contact: Colin.moore@mail.doc.gov

LAGCOE has been fuelling the global quest for energy for fifty years. The show provides an opportunity to network with decision makers from around the globe, discover world-class technology and solutions, cultivate dynamic business relationships and gather the latest information on safety and security. Mark your calendar for this world-class business opportunity and celebrate fifty years of the latest advances in technology, equipment and services for the energy industry!

WORLD WIDE FOOD 2005

October 26-29, 2005 – Chicago, Illinois, Contact: Marcella.marcheso@mail.doc.gov

World Wide Food is the year's largest food and beverage processing and packaging event in the world, covering more than a million square feet of exhibits and featuring 1,200 of the world's leading suppliers. More than 30,000 attendees from 100 countries will visit the show to learn new technologies, trends and ideas.

WATER ENVIRONMENT FEDERATION'S TECHNICAL EXHIBITION & CONFERENCE (WEFTEC) 2005.

October 29 – November 2, 2005 – Washington DC, Contact: Andrew.Hollister@mail.doc.gov

WEFTEC 2005 promises to be the best event-to-date. WEFTEC is the best source of insights into developments, regulations and research, as well as into both emerging technologies and proven approaches to your everyday water quality challenges. WEFTEC features the most comprehensive technical education, as well as the access to the world's most powerful water quality exhibition.

AUTOMOTIVE AFTERMARKET PRODUCTS EXPO 2005

November 1-4, 2005 – Las Vegas, Nevada, Contact: Colin.Moore@mail.doc.gov

APPEX 2005 is the world's largest business-to-business event for the \$250 billion automotive aftermarket industry. At no other show will you find as many qualified buyers and sellers from all segments of the automotive aftermarket!

GREENBUILD 2005

November 9-11, 2005 - Atlanta, Georgia,

Contact: Cheryl.withers@mail.doc.gov

Greenbuild 2005 is presented annually by the U.S. Green Building Council (USGBC), a non-profit coalition of more than 5,500 private companies, nonprofits and governmental agencies working to transform the building industry. Now in its fourth year, Greenbuild has swiftly become the must-go event for the industry. Featuring three days of exceptional educational programs, workshops and speakers alongside an expensive exhibit hall and sponsors, it's the one place you can go to learn what's now and what's next in green building.



PAPERWORLD USA 2005

November 9-11, 2005 - Las Vegas, Nevada – Contact: Cheryl.withers@mail.doc.gov

Paperworld USA 2005 will be the leading industry trade showcase of new products, innovations, concepts and ideas in school and home office supplies. Join thousands of industry colleagues at the Las Vegas Convention Center for three days of education, networking and business development.

GREATER NEW YORK DENTAL MEETING

November 25-30, 2005 – New York, NY – Contact: Tatiana.russo@mail.doc.gov

Greater New York Dental Meeting last year brought 10,397 dentists from all over the world, helping to make the event the largest dental congress in the U.S. This year looks to repeat the same success.

POWER-GEN INTERNATIONAL 2005

December 6-8, 2005 - Las Vegas, Nevada – Contact: Andrew.Hollister@mail.doc.gov

Power-GEN International is the largest event in the electric power generation industry attracting over 16,000 visitors and 1000+ exhibitors. The U.K. delegates will have the opportunity to walk the exhibition, take part in the conference program (at subsidized rates), meet with U.S. companies and attend briefing and industry tours organized by the U.S. Commercial Service Energy Team.

New Business Opportunities Coming Your Way

Mark your Calendar and visit the U.S. Product Literature Center at

DEFENSE SYSTEMS & EQUIPMENT INTERNATIONAL (DSEi)

September 13-16 2005, London



DSEi is Europe's leading exhibition for defence companies involved in air, sea and land systems, as well as homeland security and counter-terrorism equipment and services. This year's show will feature a greater number of US companies than ever before, exhibiting either in the U.S. Pavilion or independently. The U.S. Pavilion, located just inside the main entrance, is one of the largest national pavilions at DSEi and will feature over 120 U.S. exhibitors, including several organizations from the U.S. military. Please join us at the U.S. Department of Commerce booth in the U.S. Pavilion, where our Product Literature Center (PLC) will showcase a wide variety of U.S. companies eager to develop their businesses in the UK and Europe.

We still have a few places in our PLC for U.S. companies who would like to participate. For more information about this opportunity or about the products featured in the PLC or for general assistance in locating U.S. defense technology at the show, please contact Jestyn.cooper@mail.doc.gov

Other Major Events on the Horizon

September 18-20, 2005: U.S. Product Literature Center, The International Garden & Leisure Exhibition (GLEE), London. Please contact Sara.Jones@mail.doc.gov

October 17-18, 2005: St. Lawrence Seaway Corporation Business Development Mission, London. Please contact William.Thorn@mail.doc.gov

October 19-21, 2005: Ohio State Governor Business Mission, London. Please contact Reginald.miller@mail.doc.gov

October 21-24, 2005: Scottish North American Business Council Conference, Glasgow. Please contact Richard.Stanbridge@mail.doc.gov

November 14-17, 2005: U.S. Product Literature Center, World Travel Market 2005, London. Please contact Stewart.Gough@mail.doc.gov

Celebrate the 100th Anniversary of The National Western Stock Show

This coming January, the **National Western Stock Show** in Denver, Colorado, U.S.A. will celebrate its 100th Anniversary on January 7-22, 2006. The National Western Stock Show is America's premier livestock show for registered and commercial cattle. Established in 1906 "to preserve the western lifestyle by providing a showcase for the agricultural industry through its emphasis on education, genetic development, innovative technology and offering the world's largest agricultural marketing opportunities." In addition to cattle, horse exhibitors throughout North America consider the National Western as a premier place to start their exhibition year. Furthermore, there are over 350 commercial vendors showing and selling Western apparel, Native American rugs, jewellery and pottery, art, books, children's Western toys, livestock and farm equipment, livestock health supplies, household items and more. For more information about the National Western Stock Show, please contact Colette Ratcliff at nationalwestern@ratcliffresources.com

Another Success Story!

U.S. Commercial Service London and Charge d'Affaires Host SeeAmerica Week 2005 Reception

Over 150 travel professionals attended the opening reception for SeeAmerica Week 2005, the UK's largest single trade event promoting travel to the U.S., at the Ambassador's residence in London on June 20, 2005. The Albuquerque Convention and Visitors Bureau and the New Mexico Office of Tourism sponsored the reception. Addressing the group, Charge d'Affaires David Johnson noted the active roles the U.S. Commercial Service and the Embassy's Public Affairs and Consular sections play in informing both the travel trade and individual consumers about changes to passport, visa and entry/exit procedures. The presentation of the prestigious Visit USA Association Media Awards for 2005 was another highlight of the reception. This event helped solidify the already strong relationships among several important travel and tourism organizations, individuals and the Department of Commerce and State.

Promote your Company!

Promote your company through our U.K. Business Service Provider Directory (BSP). The BSP web directory is a group of registered U.K. companies in their own field that can assist U.S. exporters with any questions or problems with regard to doing business in the U.K. We have also started to add hotels/meeting facilities and car hire companies that can assist with accommodation or travel arrangements. Please contact Hege.soholt@mail.doc.gov for more information.

Contact Information: U.S. Commercial Service, American Embassy, 24 Grosvenor Square, London W1A 1AE. Tel: (44) (0) 20 7408 8019, Fax: (44) (0) 20 7408 8020, E-Mail: London.Office.Box@mail.doc.gov